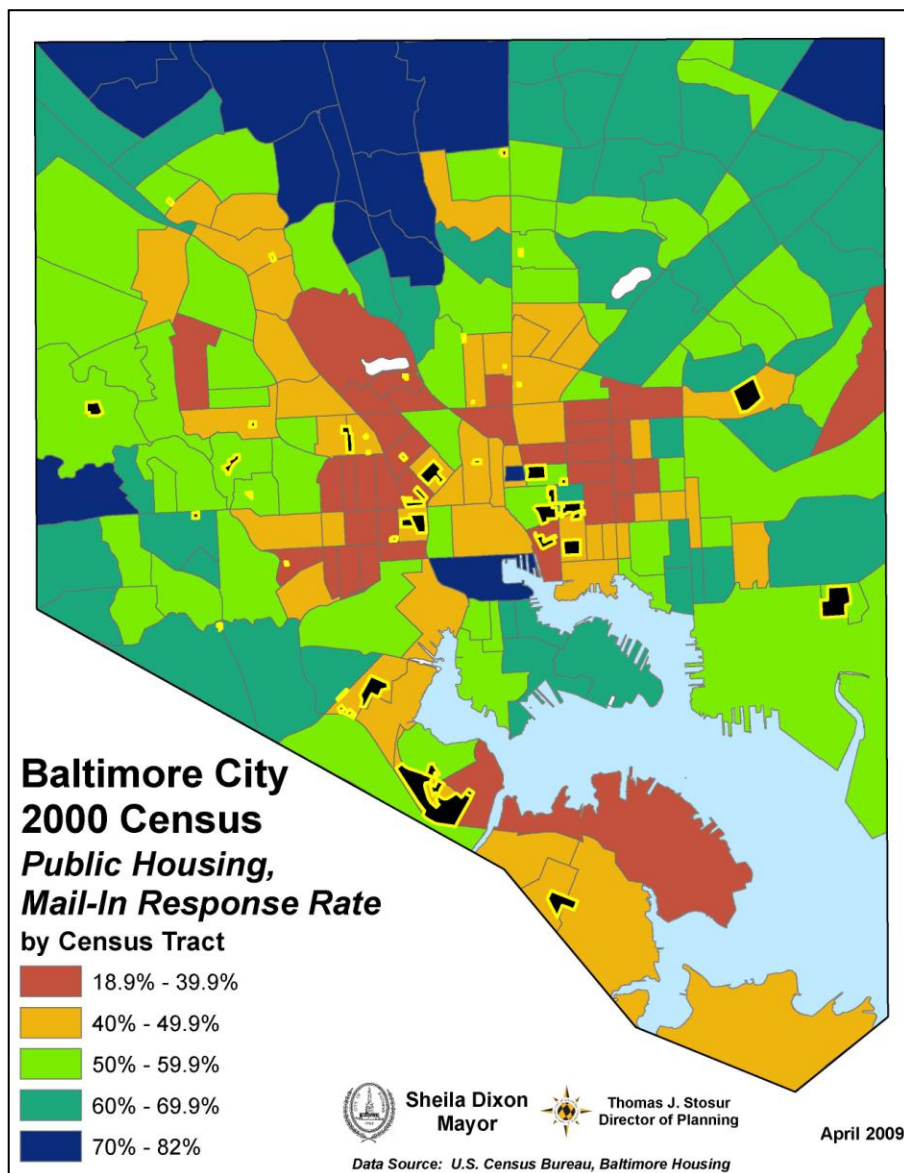


*Public Housing Subcommittee*  
Chair, Martha Benton, Resident Advisory Board

## WHO

Approximately 10,200 households live in 35 public housing locations with an additional 800-1500 partnership rental units throughout Baltimore City. This target audience largely overlaps with subcommittees for elderly, people with disabilities and community-based outreach. The subcommittee identified the primary barriers to participation for residents of public housing: issues of government distrust, a lack of understanding of how participation benefits individuals in public housing and their communities, and issues of information confidentiality (concern about reporting to lease enforcement or housing management). Residents of public housing receiving assistance directly based on federal funding, so an accurate count of residents is critical.



## HOW

Outreach to public housing residents need to counter the perceived negative aspects of providing Census information and need to be tailored to each unique site. An outreach message must come from people on the ground in these communities and from the residents themselves in order to be effective. The most effective message will incorporate real-life stories of how the census can benefit individuals and the community. Involvement of the tenant councils, resident services, and the resident advisory board will be crucial.

#### Counter Residents' perception of Census participation

- Identify a spokesperson that will positively influence the community in ads, billboards, etc.
- Make each site a testing site to train residents seeking employment with the bureau on taking the online test
- Use census bags, magnets, pencils and buttons as promotional items.
- Create situational/music videos for TV to be aired on site on TV
- Provide outreach to youth in the target audience

#### Tailor Messaging to each site

- Develop contacts at public housing sites for both management and tenants.
- Door-to-door contact by RAB members and/or other community volunteers
- Attend monthly RAB meetings to
- In addition to the City's major public housing projects, outreach needs to reach scattered sites and section 8 recipients. Direct mailings should include inserts to raise awareness about the Census. Neighborhood organizations that cover these sites should be contacted to become a partner with the Bureau.

#### **WHEN**

- Monthly Managers' Meeting
- Monthly Tenant Council Meetings

#### **WHERE**

The Resident Advisory Board submitted a list of public housing sites that are currently being contacted to determine if they may be used as Questionnaire Assistance Centers (QAC) and Be Counted sites for residents needing assistance completing the questionnaire. Language assistance may also be needed in some locations.

- Brooklyn Homes
- Cherry Hill
- Pleasant View
- McCulloh
- Gilmore
- Westport/Mt. Winans
- Perkins Homes/Latrobe (900 E. Madison Street)
- J. Vance Story Branch Building (W. 20<sup>th</sup> Street)
- Housing Admissions & Leasing Center (1225 W. Pratt Street)
- Libraries
- Community Action Centers
- One-Stop Centers

- Covered Markets